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BRIAN HEYWORTH

HSBC

The World's Most Powerful Brands



No. 12 Samsung

Brand value: \$19.3 billion
Consumer perception rank: 9

Samsung has promoted its brand through the Olympics since it was a local sponsor at the Seoul 1988 Olympic Games in its home country. It became a worldwide partner in 1997. The brand ranks fourth overall among consumers on "innovative ideas and research."

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